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(74) Agents: HOWISON, Gregory, M. et al.; Howison,
Chauza, Handley & Arnott, L.L.P., P.O. Box 741715,
Dallas, TX 75374-1715 (US).

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(71) Applicant: DIGITALCONVERGENCE.COM INC.
[US/US]; Suite 600, 9101 North Central Expressway,
Dallas, TX 75231 (US).

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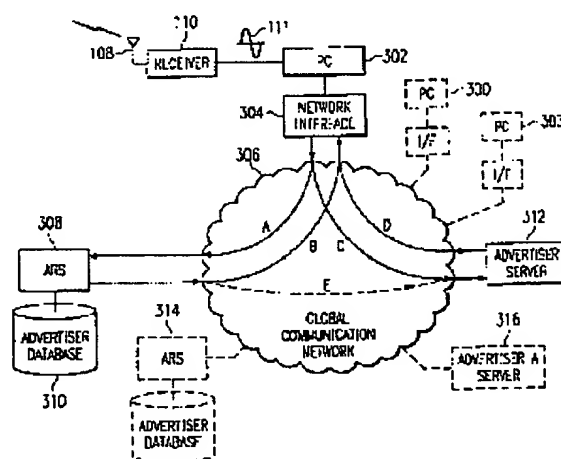
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(54) Title: METHOD AND APPARATUS FOR CONTROLLING A PC THROUGH AN AUDIO VISUAL BROADCAST, TO
STORE INFORMATION IN THE PC FOR SUBSEQUENT ACCESS TO THE INTERNET



(57) Abstract: A method for allowing a consumer to access an advertiser's location over a global communication network. A normal broadcast program is broadcast to a class of consumers having a unique signal embedded therein, which unique signal embedded therein is associated with a particular advertiser and a predetermined location on the network. Additionally, the unique signal has encoded therein a unique code that correlates with the location of this predetermined location on the network. When the unique signal is received at a consumer's location, the unique signal is decoded to extract therefrom the unique code. In response to this decoding, routing information to the predetermined location on the network from a consumer's computer on the network at the consumer's location is determined. This determined routing information is then archived in the consumer's computer.